



The North Texas District Export Council, The City of Richardson, U.S. Department of Commerce's Office of Intellectual Property Rights, the U.S. Patent and Trademark Office and U.S. Commercial Service cordially invite you to attend the STOPfakes.gov Road Show, an Intellectual Property Rights Enforcement Outreach Program. This is an opportunity to learn the basics of intellectual property rights (IPR) protection and U.S. government resources available to help small and medium-sized enterprises (SMEs) protect their IPR at home and abroad. This three-hour program will feature presentations by intellectual property experts and law enforcement officials, followed by an open discussion with experts from industry and government.

#### Seminar topics will include:

- What is Intellectual Property?
- Understand the basics of obtaining Intellectual Property Rights in the U.S./Resources
- Understand the basics of obtaining intellectual Property Rights in other Countries/Resources
- How to enforce your Intellectual Property Rights in the U.S./Resources
- How to enforce your Intellectual Property Rights Overseas/Resources

This program is brought to you under the National Export Initiative and is co-hosted by the U.S. Department of Commerce's Office of Intellectual Property Rights, the U.S. Patent and Trademark Office, and the National IPR Coordination Center.

#### Guest Speakers:

**Susan Anthony, Attorney-Advisor**

*Office of Policy and External Affairs, United States Patent and Trademark Office*

**Christine Peterson, International Trade Specialist**

*Office of Intellectual Property Rights, International Trade Administration*

After the event, a follow-up with the speakers will be available.

#### Brought to you by:



#### Date:

September 18, 2012

#### Time:

8:30 a.m. to Noon

#### Location:

Startech Incubator  
1302 E. Collins Blvd.  
Richardson, TX 75080

#### Registration Fee:

\$35.00

#### Contact:

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#### Event Schedule

7:30 a.m.  
Registration / Breakfast  
8:30 a.m.  
Welcoming Remarks  
8:35 a.m.  
Program Introduction  
8:40 a.m.  
Top Intellectual Property  
Mistakes of Small Business  
9:40 a.m.  
Intellectual Property & Trade  
10:30 a.m.  
Coffee Break  
10:45 a.m.  
Intellectual Property & the  
Internet  
12:00 p.m.  
One-on-One Consultations  
(15 minute segments)